

NATIONAL CANNERS ASSOCIATION



Information Letter



FOR N. C. A. MEMBERS

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Meeting of Board of Directors

The Board of Directors of the Association will hold their regular semi-annual meeting at the Sherman Hotel in Chicago on Friday, December 4, the sessions opening at 9.30 A. M. There promises to be a good attendance at the meeting, which will take up a number of matters of importance to the industry.

Customs Decisions

In line with the decision of the Court of Customs Appeals reported in Information Letter No. 112, the Board of Appraisers has sustained the claim of a San Francisco importer that certain pineapples in tins containing water are dutiable upon the weight of the fruit alone, instead of the fruit and water combined.

The Board of Appraisers has also determined the classification of certain fish balls in a rule holding that the fish balls, which are composed of fish, skinned and bones, and vegetables, in tins, should be assessed with duty at 25 per cent ad valorem under Paragraph 720 of the 1922 Tariff Act, as fish, prepared or preserved and not under Paragraph 773, at 35 per cent ad valorem.

Echoes from Canned Foods Week

Reports received from local Canned Foods Week chairmen are coming in rapidly. It is impracticable to summarize these reports at the present time, but some idea of the success of the Week can be gained from quotations from individual reports. Last week reference was made to the country's largest single market—New York City. From the Pacific Coast has come a preliminary report on what was done at Los Angeles. Briefly stated, the local committee in that city, which employed an executive secretary and a publicity expert, expended \$1,000 in newspaper advertising; secured publication of over fifty stories;

placed two large street banners over the principal streets; used 40 billboards for display of special 24-sheet posters; in addition to material furnished by the National Committee bought and used 5,000 street car cards, 300,000 stickers, 3,000 windshield strips, 14,000 large and 20,000 small price cards; employed 12 specialty men to call on 2,000 retail stores to distribute advertising matter, arranged a number of social club luncheons and had radio talks. It goes without saying that Canned Foods Week in Los Angeles was a big success and saw a large amount of canned foods moved from the dealers' shelves to the homes of consumers.

Canned Foods Week for the last two years, especially this year, has developed into a very large feature, says another report, and all retailers are reporting splendid sales, and they are pushing canned foods to the limit. Many of our jobbers made a specialty of putting up assorted cases containing twelve or more varieties, and these cases have been sold largely by all retailers, as well as many of their own assortments. Canned Foods Week is now a feature that our jobbers and retailers look forward to, and seemingly it is also much appreciated by the consumer.

The chairman of the local Canned Foods Week Committee in an Eastern market in his report on the results of Canned Foods Week wrote: "Some of our jobbers who had canned foods ordered for February shipments are ordering them out now to meet the demand."

Another chairman reports that the chain stores were very active in their advertising and work in his district. One of the larger chains reported turning out 40,000 cases of canned foods to their 400 stores.

A postscript to one report tells a lot in a few words: "Just met a retailer who has a store in one of our suburbs, and he told me he had sold 135 cases of canned foods the first ten days, and they were still buying."

Exports of Canned Foods

Exports of canned fruits, vegetables, sardines and meats in October exceeded those of the same month last year, while shipments of canned milk and salmon were smaller. The quantities of the principal canned foods exported during October, 1924 and 1925, were as follows:

	1924	1925
	<i>Pounds</i>	<i>Pounds</i>
Meats	913,228	1,149,789
Vegetables	4,353,075	6,203,472
Condensed milk	2,624,751	4,551,661
Evaporated milk	16,335,157	5,771,144
Salmon	9,297,062	8,318,483
Sardines	3,201,980	5,593,691
Apricots	2,953,147	3,539,833
Peaches	8,091,434	17,009,694
Pears	13,222,376	15,948,535
Pineapple	4,386,917	6,094,515

Federal Reserve Board's Business Summary

Industrial activity and the volume of wholesale and retail trade increased in October. Wholesale prices declined somewhat to the level prevailing at mid-year. The Federal Reserve Board's index of production in basic industries, which makes allowance for seasonal changes, rose by about 4 per cent in October, reflecting increases in the output of most of the 22 commodities included in the index. Particularly large increases in activity were shown for the iron and steel and textile industries, and the output of bituminous coal and of lumber was in large volume. Production of automobiles in October was the largest on record.

Wholesale trade, according to the Federal Reserve Board's combined index of sales in six leading lines, reached a seasonal peak in October and was in larger volume than for any month of the past five years. Sales at department stores and mail order houses, owing partly to favorable weather conditions, showed considerably more than the usual increase in October and were the largest on record for that month. Stocks of drygoods, shoes, and hardware at wholesale firms were smaller at the end of October than on September 30, but stocks of groceries were large. Merchandise stocks at department stores showed slightly more than the usual increase in October, and were somewhat larger than at the end of October a year ago.

Freight car loadings reached a seasonal peak in October and totaled more than in any previous month, notwithstanding reduced shipments of anthracite and of grains and grain products.

Germany Plans New Pure-Food Law

A new pure-food law will come before the Reichstag during the coming winter, according to the American trade commissioner at Berlin. The new bill affects all foodstuffs, all utensils

used in cooking, and packing or preparing foodstuffs. Edibles and drinkables which are chiefly to be used for medicinal purposes are excluded.

Foodstuffs according to the proposed law are all materials to be eaten or drunk in either prepared or unprepared condition; edibles or drinkables which are primarily used as medicines are not included.

Aside from foodstuffs the following utensils come under the regulations of this law: Utensils for eating, drinking and cooking, and other instruments which are used in producing, preparing, weighing, packing, preserving and transporting foodstuffs and which come in direct contact with foodstuffs during any one or all of these processes.

It is forbidden to place imitations of various foodstuffs on the market, or to offer for sale any spoiled or imitated foodstuffs without indicating their condition clearly on the label.

Police and other officials, as well as experts, shall be permitted to conduct examinations on the spot and to demand samples for their inspection.

The owners of factories are required by this law to assist the police, other officials and experts, in carrying on their examinations. They are particularly required to admit them to all the rooms of their plant and upon request, to open for them boxes, cans, etc., containing the samples required.

The severe punishments which are prescribed for all transgression will cause, it is expected, opposition to the bill when it is placed before the Reichstag. A special clause of the bill, furthermore, authorizes the Government to inspect all imports coming into Germany.

It is generally expected that the bill will pass the Reichstag during the coming session, although it is anticipated that it will be modified somewhat, particularly as far as the powers of the police regarding investigations.